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In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for advertising over a network and broadcast media combination, comprising the steps of:

receiving at a user's computer at a location on the network an audio signal from a broadcast generated by an advertiser over a broadcast network, such that both the broadcast and the advertiser are linked, which audio signal has embedded therein unique coded information, not comprising routing information over the network;

extracting the unique coded information from the audio signal in response to the step of receiving;

connecting, without user intervention, the user's computer to an advertiser's location in response to the step of extracting the unique coded information from the audio signal, and the advertiser's location being correlated to the unique coded information;

in conjunction with the step of connecting, causing user profile information of the user to be sent from the user's computer to the advertiser's location over the network without user intervention, such that the sending of user profile information is caused by the extraction step;

receiving the user profile information at the advertiser's location; and

generating advertising information to forward to the user based upon the user profile information being forwarded to the advertiser's location and forwarding this advertising information to the connected user;

wherein broadcast of the audio signal causes both a connection to the advertiser's location on the network and a push of user profile information thereto.

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2. (Previously Presented) The method of Claim 1, wherein the step of connecting comprises:

extracting the information from the unique coded information as a unique code;

transmitting the extracted unique code to an intermediate location on the network;

transmitting to the intermediate location from the user's computer a unique user ID

5   associated with the user and which was stored at the user's computer;

providing a database at the intermediate location having disposed thereat an associative

database associating a plurality of unique codes with routing information on the network, and also for

storing user profile information associated with user IDs received thereby;

comparing the received unique code with the information stored in the database and,

10   if a corresponding unique code is stored therein, forwarding both the user profile information associated

with the received user ID and the associated routing information back to the user's computer; and

at the user's computer, utilizing the routing information to interconnect with the

advertiser's location on the network and forwarding to the advertiser's location the user profile

information.

Claim 3: (Previously Presented) The method of Claim 1, wherein profile information is stored

at a remote location on the network.

Claim 4: (Previously Presented) The method of Claim 3, wherein the step of causing the user

profile information to be sent to the advertiser's location over the network comprises the step of

retrieving the profile information from the remote location to the user's computer in response to the step

of extracting.

5: (Previously Presented) The method of Claim 4, wherein a unique user ID is stored at the

user's computer and the step of retrieving comprises forwarding the unique user ID to the remote

location, wherein at the remote location, there is stored a database of user profile information for a

plurality of users each associated with a unique user ID.

AMENDMENT AND RESPONSE
S/N 09/382,372
Atty. Dkt. No. PHLY-24,738